

Milwaukee Health Department
Safe Sleep Summit 2010
Facilitated Discussion Answers

Please note: These are transcribed post-it notes from the facilitated discussion session at the Safe Sleep Summit. Since all tables answered the same three questions, and categorized them as 1 (best idea), 2 (second best idea), and 3 (third best idea) and other (all other ideas), we have amalgamated all the responses below. For example, immediately below you see the BEST ideas from all tables, etc. Please also note: parentheses at the beginning of a bullet point indicates the self-identified sector or job of the person writing on the post-it note. Also: a number in parentheses at the end of the bullet point indicates more than one identical response.

Question #1: What is the most creative safe sleep strategy your organization or sector is currently implementing?

#1 (best idea)

- (Division of Public Health) Profiling/Fatherhood involvement & impact on birth outcomes.
- (Public Health) Men supporting breastfeeding
- (Parent Teaching during visit) Written or verbal (3)
- Follow-up interview after pack n play is distributed
- At Aurora Family Service, we provide home visitation services and in home parent education on Safe Sleep. We also provide Pack N Plays, car seats and safety kits to our clients.
- PNCC provides SIDS classes for moms and family members bimonthly.
- Provide Pack N Plays to families enrolled in pregnancy counseling, resource program and in-home visitation program.
- (PH Nurse) We are currently using the “Cribs for Kids” model (but 1/4 - 1/3 of my clients still co-sleep).
- Encourage product manufacturers to sell baby safe products. (3)
- Educating students in school settings or after school settings of safe sleep.
- Pledging build buy-in across sectors on a neutral level (families, providers, retailers).
- Full media campaign with social marketing that changes views and perspective (no scare tactics), perhaps a “Most of Us” campaign similar to what has been used for teen smoking.
- Culturally competent informative shared in the delivery of service to the families. Trust building component.
- (Non-profit) Get the message out to a broader audience (i.e. relatives, siblings, fathers, and teachers).
- Create national campaign with spokesperson (Oprah).
- (Healthcare) All physicians, daycare providers, babysitters “Take the Pledge to support safe sleep”. (2)
 - names in the paper
 - plaque in offices
- (Health) One collaborative group effort to address infant mortality reduction strategies, raise awareness and support; reduce duplication, consolidate 4 groups.
- Saying on sheets; such as safe sleep.
- Printed materials on back to sleep.
- Model back to sleep once baby in open crib in NICU.
- Use of sleep sac in NICU once baby is in open crib.
- Halo sleepers-modeling safe sleep in our environment.
- Teaching safe sleep strategies at all points of care.
- Info. About no co-sleeping and sleeping on back.
- (BMCW) Staff educated on SIDS, staff educating families, provides tools to implement. (3)
- (BMCW) Nursing staff added to BMCW.
- (BMCW) Staff education by RN’s on staff.
- (Non-profit) Home visits are offered for all parents.
- (Child welfare) Cross training for our staff by medical director, 4c’s of Milwaukee, childcare, Penfield Children’s Center.

- Teaching materials/education related to safe sleep (both written & DVD forms)
- (Innovative Strategy) Pack-n-plays via Milw Hlth Dept; Pack-n-plays via AFS/FEP Cribs for Kids; referrals to Hope Network.
- Statistical analysis with infant mortality task force.
- Government creative sleep strategy using nurses and health professionals to team with social workers in providing in-home services.
- Provide language sensitive materials (ex. Spanish)
- WI partner with Cribs for Kids to receive Pack-n-plays at a lower cost.
- Participating in cribs for kids.
- Safe sleep strategy Aurora Family Service/Family Enrichment Program who offers pre-natal and child care coordination services is doing making sure home safe sleep for babies before the baby come home from the hospital through a number of ways. Referrals to PHD or hospital or our agency. Present safe sleep seminars to community.
- (NICU) Signs/pamphlets with a picture of a safe sleep crib. Up in NICU and in NICU d/c folder.
- (NICU healthcare) we have a variety of written materials for the families of our premies, crib cards, hand-outs, etc. Much teaching throughout their stay (one on one).
- NICU hospital cute poem to parents about safe sleep.
- Health care-NICU model safe sleep and then praise parents when they do it.
- (Health Care Faith Base) Pack-n-plays free to mom are who need them.
- Pack-n-plays for clients with no crib.
- Innovative large scale campaign throughout city of Milw offering free/low cost cribs; planned this safe sleep summit.
- Increase awareness of adverse birth outcomes among providers and community members.
- "Please put me back to sleep" brochure with culturally specific photos
- Newsletter-news articles.
- Partnering with retailers to get safe sleep messages to consumers at point of purchase.
- Safe sleep Industry campaign (manufactures)
- Crib distribution program and education intervention on safe sleep best practices and evaluation of care givers. Retention of information and implementation of safe sleep best practices.
- Partnering with juvenile product manufactures to distribute the messages.
- 2 counties teaching infant massage.
- Centering pregnancy group prenatal visits.
- Grandparents and father involved in safe sleep awareness.
- Back to sleep tummy to play onesies.
- Sleep sacks.
- Domestic Violence shelters try to provide/require cribs for all infants.
- Address bonding-if baby is put back to sleep maternal bond is broken.
- Most creative strategy is engaging multi sector collaboration to increase father involvement by addressing racism and its affects on birth outcomes.
- Lots of planning (marginal) NOT enough actions.
- Public health messages in the clinic.
- Meeting with expectant (teen) moms and dads (if applicable) to demonstrate swaddling and safe sleep techniques. Class's 3x wk for prenatal, postnatal and infant care.
- Advice given during prenatal care visits.
- Advice given during well child exams.
- Prenatal classes with Q&A monthly meetings.
- Safe sleep crib model red no objects open slats vs. reg slats
- PNCC visitation (1:1 education) prenatally.
- Development of our health care systems policy on safe sleep.
- Hourly roundings with all moms/baby.
- Mandatory completion of NICHD safe sleep curriculum.
- Creation of infant mortality topic committee for Aurora Health Care to recommend an action plan.
- Integration of a family coach to work with families in the NICU.
- Hourly rounding on sleep conditions of infants and wakefulness of person holding infant if applicable and correction as appropriate.
- Safe sleep education competency.

- Milwaukee health care collaboration community advancement of safe sleep strategies.
- Back to sleep.
- Having pack-n-plays available for moms that need a safe sleep environment.
- (Health) Pack-n-plays available to anyone in need.
- (Health) Third trimester review discussion of: safe sleep, stats, video/halo sleeper, PNP assessment, PNP sheets, hand outs.
- (MCH Org) We have a few direct svc prog but we provide resources and funding primarily to others we fund: pack-n-play, education, onesies w/message, swaddlers.
- (Community Org) Distribute information on safe sleep.
- Meet them where they're at i.e. WIC offices, Peds, etc.
- (Health Care) Building a relationship with the women to share the data and recommendations in a safe non-threatening environment.
- District attorney (legal) law enforcement, partner with community organizations that provide AODA services to families.
- Treat people with respect, meet them where they are.
- Developing community awareness.
- Model the behavior you want the parents to use.
- (AODA) we have supervision 24 to watch mothers with new born babies. We have cribs in the room and staff makes sure the baby doesn't sleep with mom and sleep in safe positions.
- Handing out information about safe sleep and its part of our infant teaching to every post partum parent. The information is in a folder with a lot of papers for the parents, sometimes I think that many get missed by parents because there is so much paper given to them at birth. In all of our baby cribs we have a sign to have them sleep on back, post partum, L & D, and nursery RN in the hospital.
- (Milw CCHP) Providing pack-n-play to the mothers we work with, show them how to use, discuss safe sleep.
- (Columbia/St Marys Parish Nurse) Utilizing faith based institutions, disseminate information and function as leaders in this area.
- (UWM) Discussed in health throughout life span. Aggregate high rate of infant mortality.
- (UWM Nursing Student/Aurora Sinai Clinical) Giving out pack-n-plays to new mothers but I don't think all mothers get them.
- (UWM) At Sinai as you walk into post partum there is a large poster board made by UWM students with statistics on unsafe sleep, numbers of infant deaths and recommendations for safe sleep as they visit grandbabies or family members.
- Saturation of information on Safe Sleep; Teaching materials, modeling, provision of tools safe sleep sac, portable crib.

#2

- Awareness and education of mental health needs; prenatal and postpartum depression.
- (Aurora Family Service Safe Sleep Campaign) To address the co-sleeping issue in the city, we have started a safe sleep campaign. We provide parents education services to the community. Parents receive safe sleep items (Pack n Play, car seat, and safety kit) for participation we collaborate with community organizations for this initiative. Follow up is done 30 to 45 days after the group is completed.
- A regular safe sleep article in our quarterly newspaper-Hope Network
- MHS Start Smart Program provides Pack N Play and education regarding safe sleep.
- (UW-Milwaukee) "Final Resting Place" ad with the tombstone as a headboard put out by the City of Milwaukee Health Department.
- (John Dyson) Attendance at seminars such as this, the future nurses/leaders in this area. Promotion announcing the webcast is available. Are other schools of nursing encouraged to attend?
- (UW-Milwaukee) On the side of some buses in Milwaukee I have seen ads about "back to sleep".
- (UWM Nursing Student) Advertising using realistic pictures to make the point comes across (ex. ad w/tombstone bed). It's hard to see but shows severity of problem & need to do something.
- (Tom Cracks) Sleeping supine and having the babies crib in the same room as the parents.
- Billboards with advertising of babies sleeping on their backs.
- Having OB patients educated before delivery of safe sleep patterns.
- More research so we can say with evidence what works.

- Depict babies in safe sleep environments in hospitals, media, etc.
- Public sharing of FIMR data.
- Health teaching and presenting Pack N Play in family health clinic.
- Advertising
- Web access video
- Use of safe sleep crib card as teaching tool for parent teaching. (2)
- (WFH-St. Joe's) Participating actively in all community efforts regarding safe sleep.
- (BMCW) Providing Pack N Plays
- (Child Welfare) Door hangers to all child welfare families.
- (Non-profit Childcare Administrator City of Milwaukee) We reinforce the practice by following up.
- (BMCW) Free Pack N Plays to families without cribs for infants.
- (BMCW) Giving Pack N Play to families who can not afford to buy them.
- Government creative strategy training and requiring providers (child care; foster parents) to use safe sleep best practices.
- Present and community events.
- Prenatal education relating to safe sleep for families, anticipatory guidance.
- Inter conception care messaging to at risk mothers with past NICU births.
- Provide training.
- Review and control for risk factors.
- Speaking with parents about safe sleep during hospital assessment and again during first home visit and subsequent home visits.
- (SJRC)NICU distributing pack-n-plays.
- Peds/NICU health care class for each set of parents on safe sleep along with CPR.
- (NICU Healthcare) we participate and support the pack-n-plays for families that can't afford a crib.
- (Healthcare) NICU – crib card with safe sleep poem that is placed on each crib.
- (WFHC-Foundation for St. Francis 7 Franklin) New strategy to create new clinic to include pre natal education for women. "Healthy women" initiative for south side community.
- (Healthcare NICU) giving out pack-n-plays to parents.
- NICU Hospital more discussing why the baby is on back, etc.
- (Health Care Faith Base) prenatal education outside of the hospital
- Nurse visit to home of new mom.
- (JPMA) Creating a safe sleep micro site for consumer education. Lots of features but one important one is to manufacture websites with instructions for crib assembly.
- Manufacture awareness of importance of campaign.
- Creation of an African American faith based bereavement initiative toolkit for clergy and providers.
- Selling safe sleep onesies to hospitals across the country.
- (Wood Co.) Sheet on how to teach your baby to sleep.
- Free Pack-n-plays.
- Personal story via video.
- Pack-n-plays.
- Research and data comparing FIMR over time.
- Social communications.
- Addressing safe sleep and safe pregnancies with pregnant patients and young females.
- Cribs for kids.
- High school teen parent group sessions
- Use of data information to support safe sleep practices.
- Crib with baby dressed in halo sleeper in stork nest – opportunity to speak about safe sleep.
- Watch safe sleep video – get Halo sleep.
- Post Partum visit review of safe sleep information, reiterate information.
- (Health Care) Handouts with local statistics.
- No co-sleeping.
- Help mothers secure crib or pack-n-play.
- Use of sleep sacks during hospital stay that are sent home with infant.

- (UWM Nursing) By telling them we know putting babies on their stomach was done before but newer research shows it is safer to put baby to sleep on their back.
- (UWM) Always asking on discharge “what are your plans for your baby’s sleeping environment when you get home?” Getting an idea of what they plan to do (baby on back? crib?) before doing teaching on what they should do.
- (Milwaukee) Refer members to the cribs for kids program through the Health Dept.
- Pack N Plays from a single distributor to improve understanding and training effectiveness.
- Consistent products as incentives/benefits.
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#3

- Increase in preconception and inter-conception care to include safe sleep.
- We currently have an incentive based Stork’s nest program where moms earn points for prenatal care (PNCC) related visits and they earn a Pack n play and educate in home.
- Pack N Play Program with Halo sleepers.
- Infant sleepers
- Fathering program very basic.
- Halo sleepers
- Cribs for kids with civic health belief
- On demand hospital TV has safe sleep video
- Visual display demonstrated
- (BMCW) SIDS stats to staff to pass along to parents.
- Providing safe sleep (SIDS) kits.
- Businesses can host groups and the messages specifically not support/promote unsafe sleeping environments in ads.
- Prospective education rather than waiting for post delivery.
- (Media) education relating cribs/bedding/bumper pads.
- Visuals.
- Healthcare having parents sign d/c teaching sheets.
- (Healthcare) NICU highlighted in BOLD on d/c instructions, no co-bedding, no tummy sleeping.
- NICU healthcare-material in discharge folder on safe sleep. Talk to parents about this material.
- NICU healthcare-we try to model the correct sleep behaviors to our parents when infants go to open cribs – Halo’s.
- Peds/NICU healthcare-keep reinforcement of safe sleep.
- Better research.
- Safety info taught along with CPR to each individual family.
- Bilingual crib hangers about safe sleep.
- “This side up” onesies.
- Teaching clients about “tummy time” related to safe sleep.
- Use of swaddling related to safe sleep, they receive swaddling blanket.
- Prevent harm; share room not bed.
- 1 on 1 Phone calls.
- Putting together a program for a nationwide city tour to get the message on safe sleep out.
- Propose designed product to address the situation.
- Kicks count initiative-teaching expectant mothers, medical professionals and, community about the importance of counting kicks during pregnancy.
- Working with girls scouts to create a training safe sleep badge.
- (Wood Co.) Birthday cards at 2 months with safe sleep reminders.
- BTS education at prenatal visits.
- (Health) Video on safe sleep, incentive for watching video.
- (Health Care) Halo sleepers.
- No soft pillows.
- Discussion on home visits and ask to see sleep environment.
- Talk about if you do decide to co-sleep, the strategies to help them.
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All Others:

- (Hospital) We are starting the Pack N Play program shortly.

- (MHS OB Case Mgr.) Educate and send safe sleep info. to members especially the cultures that believe in co-sleeping.
- (MCO) Provide incentives to both provider and members to contact their HMO when pregnant for early pre-natal education.

Question #2: What new creative strategies would you like to see your organization or sector implement to promote safe sleep?

#1

- Involve dads/other caregivers (4)
- More support person classes related to SIDS
- More collaboration between public and private sectors (6)
- Safe sleep summit for parents and their support system. At the summit give the parents pack n plays.
- Follow up
- Assist schools to help young parents
- (UWM Nursing Student) Commercials on TV focusing on the younger generations (Jerry Springer, 16 & pregnant shows on M.T.V).
- Have ads with real people telling real stories that impact birth...crib...tombstone. (2)
- (UWM Nursing) Use things like television, commercials, facebook, MTV to target young moms about "Back to sleep" and not co-sleeping (3)
- Family demonstrating new skill
- Facilitate an environment where honest conversation about sleep can occur.
- Using mass media since most people get their info from healthcare/non-profit (2)
- Father involvement. (3)
- Educating fathers of the benefit.
- Include extended family in teaching safe sleep.
- Parenting sessions while patient/family is in the hospital addressing these issues.
- Partner with community to make it "normal culture".
- Teaching for fathers and support people on safe sleep and co-bedding issues.
- More support of info. given to mom's on floor.
- When not using Halo sleeper-wrap blankets under arms, not around shoulders.
- (Child Welfare) Going door to door to share the message. Canvassing.
- (BMCW) Incorporate visuals to provide parents of infants.
- (Non-profit) Go into the prisons to do parenting ed. for fathers on a weekly basis.
- Integration of all sectors and all government agencies with messaging that speaks to families (include prison population & canvas if needed).
- (Non-profit childcare administrator) requiring all hospitals to train parents on safe sleep before leaving the hospital.
- (Non-profit) Encourage moms to bring dads or boyfriend to parenting classes.
- (Child welfare) Get fathers or significant others involved in the process.
- (BMCW) Incorporate safe sleep in parent assistant agendas.
- (Non-profit childcare administrator) Public service announcement on cell phones or in grocery stores on screens.
- (Non-profit) 1st go into the prison to do education for fathers on a weekly basis.
- (BMCW) Better understanding as far as client friendly info. (not just what not to do but why).
- (Dept. of children & families) All organizations give the same message regarding safe sleep by supporting/services.
- (UWM Clinical) Sites at community centers educate family members as well as mothers.
- Getting small demo cribs to show our moms a safe sleep environment (like the safe sleep you tube demonstration).
- (UWM) Reach people through network of food pantries.
- Challenge engineering dept at UWM design inexpensive safe crib/bassinets designed to set alongside bed like Canadians (lower priced than pack-n-play).
- (UWM) Instead of just one-on-one nurse to patient teaching; offering educational presentation sessions daily at the hospital for new moms and their families on infant care and safe sleep practices.

- (UWM) Offer take-home sheets to new parents discussing statistics/risk factors and ideas about safe sleep. Spend a good amount of time on this during discharge.
- (UWM Nursing Student) I think it's important to tell mothers putting baby in crib and on back is safest, but if you choose to co-sleep, give recommendations for how to do so.
- (UWM) Nurses can go into homes and help families to arrange bedroom and sleeping arrangement. Teach in home.
- (UWM) Letting fathers or other care takers involved as much as possible.
- More social marketing, perhaps the "bed coffin" advertisement on the back of bathroom doors in bars where young moms may frequent or out in community setting where they'll be seen like WIC offices etc.
- (UWM) Distribute bed attachments as well as pack-n-plays.
- Target Le Leche League and other co-sleep organizing to explain the dangers of SIDS to certain demographics.
- (UWM) Ads in stores near the infant clothing or diapers about safe sleep.
- Pampers or other diaper manufacture to print "Back to sleep" messages on their product wrappers.
- Visual material (more graphic)
- Develop creative strategy to work more with grandparents changing their views.
- (Health Care) Getting message to more family members (parents, grandparents, sibs, aunts, uncles, etc.)
- (Health Care) Speaking about risk factors using ourselves as example, own kids vs. grandkids (e.g.)
- (Health Care) Commercials using MD's to speak in plain language during days and early evenings.
- (Health Care) Be more involved with other community based organizations and with the local, state and county on the task force that relates to safe sleep.
- (Govt.) New creative strategies, work with fathers educate and support safe sleep practices with children.
- (Health Care) What new strategies would you like to add? Move pack-n-play availability for clients who have limited transportation (to pick up pack-n-play) from the Health Dept.
- (EN) More community engagement in resource and messaging of SIDS and IM community based approach.
- (Non-Profit) Community luncheon/breakfast for parents focusing on safe sleep workshop.
- (Health Care) advocacy in product saturated baby culture.
- Social Change Movement.
- (EN) More active engagement and PR on infant mortality, education and SIDS.
- Community leaders promoting the message.
- (EN) More ownership of the IM and SIDS.
- (Health Care) Like Oprah did a no phone zone campaign have parents sign as agreement like that.
- (Health Care/NICU) Identify 1-2 main support people and do safe sleep teaching with them.
- (NICU) More emphasis on teaching with fathers and other family members (grandparents, etc.) who will be also caring for the infant.
- (NICU) We have DVD players (portable) and we could make a DVD on safe sleep or buy one.
- (Health Care) Peds/NICU, just getting parents involved with care especially close to discharge.
- (NICU Hospital) A video of some sort that they would need to see (required.)
- Halo's that would say "wrong way" on back.
- (JPMA) Partner and outreach to day cares.
- (Manufacture) Emphasis on "room sharing" as a move away from "bed sharing".
- (Non Profit) A large scale multi city public health campaign with evaluation component on safe sleep/bed sharing.
- (HD) Create support group or help groups. Create support system to deal with sleep issues.
- (Non Profit) Collaborate with a marketing and media firm and researchers to create PH campaign on SIDS, Stillbirths, SUDI.
- (Hospital) Modeling of appropriate safe sleep environment.
- (Hospital) Stop working in silos of care.
- (Public Health) Uniform message for all providers (handouts, etc.)
- (Sector Health) Centering pregnancy in CHC's and AHC's.
- Greater use of on-hold messaging and hpd education and web sites; texting.

- Asking patients barriers to “back to sleep”, “co-sleeping” – 53% atr to premature.
- (Health) Work with men’s health area to promote among fathers, build families relationships.
- Broad based initiative such as observed in H.C.Z.
- Build strong relationships between healthcare providers and families, trusting long term relationship.
- (Health) develop a program to build community capacity to identify and prevent.
- (Health) Home visits post partum.
- Increase relationships, home visiting which can eliminate some barriers to joining a support group such as transportation time.
- All health care offices have a call coordinator that works with each client, all medical, psycho, social and spiritual concerns.
- Focus groups to talk with families about reasons for co-sleep and what might help them change their ideas.
- Every contact a woman has in prenatal care to address safe sleep in some manner (multi disciplinary team).
- Money into innovative efforts and strategies for those providing direct services.
- More money for programs.
- Partner with agencies to deliver consistent messages, increase resources for the community.
- Funding for a safe sleep program, more pack-n-plays programs.
- More breastfeeding support and promotion.
- More resources, breast feeding to continue what the BHCW is doing. Harm reduction strategies in research.
- I would like to send the babies home with the safe sleep sac so they don’t put them in bed with tons of blankets and extra clothing.
- Create some way to objectively measure the effectiveness of AODA services (not just that they take Medicaid).
- (Non-Profit) Churches becoming involved/supportive of parenting education. Hosting education events quarterly.
- (BMCW)Hospital messaging at time of birth.
- (BMCW)Create national standards for safe sleep communication to parents.
- (Dept. of Children and Families) Fed. Census workers provide info. to other people to get on board; where people go to gather.
- (Non-profit childcare administrator)Federal census bureau can deliver information on safe sleep when they go to homes.
- (Non-profit child welfare)Bring business to the table to help get the word out.
- Have a community event in the neighborhoods or a walk for babies promoting information directly to families and having local agencies at these events for people to connect MHS with.
- Find ways to involve other family members in messaging; siblings, FOB, other caretakers. (3)
- (Hospital)To identify risk factors prior to admission (past OB history, zip code, health risk assess. in prenatal.
- Various safe sleeping options that are culturally relevant.
- (non-profit)Safe sleep Advertising.
- (Non-profit)More collaboration to be able to be even more effective.
- (non-profit)Organization to create SIDS awareness campaign with the agency.
- Incentive programs for parents/families.
- (Non-profit)Developing more partnership with other organizations to help with understanding of SIDS.

#2

- Block watch clubs
- Work in cultural norms
- (B-3) More effective ways to reach more parents with information
- (Non-Profit) I would like to provide all parents with a baby bed upon departure of their shelter stay.
- (Hospital) handouts with safe sleep in a very simple readable format with pictures
- (Non-profit) Providing programs for grandparents/caregivers

- (UWM Nursing student) Bring more nursing organizations or student nurse groups to summits or health lectures
- Teach & reinforce practices throughout pregnancy (ex: at check ups) prior to hospital discharge post partum. Provide resources for families at these times as well.
- Get all the people who lost a child involved. Personal testimony is very powerful.
- Reduce risks through better prenatal or prematurity.
- Identify peer leader; mom to mom
- Empowering local communities/neighborhoods to take ownership of issue for prevention.
- Increase knowledge regarding importance of STD's, HTN or Diabetes and early birth risks.
- Involve OB's in teaching about importance of prenatal care and safety.
- Work with consumer groups to spread message.
- Call back program for safe sleep; how does baby sleep parent questions?
- Preplan pregnancy.
- Pack N Play or bassinet on display showing proper sleep environment.
- Reach out more to include social organizations in safe sleep.
- Providing resources and education for family members involved in care.
- Safe sleep Sat. night. Provide extra credit opportunities for students, inner city drop off on Saturday night to provide safe night sleep for young parents out drinking.
- Because UWM is community based, educating nursing students about safe sleep prevention strategies.
- (UWM) More education throughout nursing program regarding safe sleep so we can better educate patients during our clinical experience.
- (UWM) Provide on campus information to all students.
- (UWM) Getting out into the community (community health centers, food pantries, etc.) to do educational teaching on safe sleep and infant care.
- (UWM) Community Education to fathers and family units as well as mothers about safe sleep.
- (UWM) Back to sleep posters or reminder in daycares to target parents or whoever is picking up child, also day care workers.
- (UWM) Increase babysitting classes for low income youth or incorporate it in school curriculum.
- (Health Care) Public Service Announcements.
- (Health Care) Standardized, electronic prenatal medical record.
- (Health Care) More visual aids, media.
- (Health Care) More messaging, public speakers i.e. Spokesperson i.e. Michelle Obama.
- (Government) new creative public service announcements in partnership with other sectors, public education.
- (Health) Free DVD that is good to take home.
- Community based education.
- (Public Health) More education re: maternal, tobacco use.
- (NP) Teach the children "Through the Mouths of Babes".
- (Health Care) Consistent practice/modeling of safe sleep environment.
- (PH) Outreach to fathers.
- (NP) More marketing/discussion re: safe sleep environments i.e. newsletters, magnets, etc.
- (Health Care) Go into schools, malls...hospitals to do this.
- (NICU) Parent support groups where they can interact with other parents and thus reinforce behaviors to other parents.
- (Health Care) Do moms have cribs, baby's equipment etc.?
- (Health Care) Return of parent support group.
- (NICU) Give parents "why" (the statistics) on a sheet when the baby gets to the open crib stage.
- (Health Care) Develop a safe sleep zone and have early education as soon as they are in open cribs with all family members.
- Advocacy for legislation that parallels national campaign for car seats applied to cribs. When parents leave hospital they must have satisfactory answer to where will your baby sleep and access to obtain a crib.
- (Health Dept) Get the message out to all potential caregivers via city newsletter.
- (JPMA) A way to reach dad.

- (WI Div Public Hlth) Use comments from moms/parents, more focus groups with moms/parents to learn what message will work.
- (Family Health Center) Video/DVD on proper crib/pack-n-play use to give to parents.
- Discuss safe sleep practices with mothers, community based agency, domestic violence.
- (DHS)Address policies regarding unsafe child care and sending mom's back to work.
- (DHS) Focus on teaching babies to sleep.
- (Hospital)More prenatal education.
- Collaboration between providers (ob's hospital staff, public health) coalition building.
- Agreement with what is core message (mixed messages are confusing to parents/family).
- (Public Health) Consistent messaging for/from all providers.
- Resources for pregnant moms, home visits, classes....
- DONLA program throughout Milwaukee for all mothers.
- Increase/implement paid FMLA to 6 months for mothers/fathers.
- (Health Sector) Implement home visits and community events for new parents, grandparents and caregivers to demonstrate and rehearse safe sleep technique.
- (Health) Legal options – statutes, work with other states to see what they are implementing.
- Work closely with Medicaid HMO's to identify at risk infants/families.
- That all Doctors offices have the capability to do a home visit within 2 weeks after birth.
- Better support for all women to have time and resources to focus on parenthood.
- More support in post partum period from OB Provider, Ped, WIC.
- Preventative efforts that are culturally specific.
- Home visits during prenatal to prepare home health.
- More resources to existing local programs to promote safe sleep.
- Research/Relationship between BF – Infants.
- Peds/NICU health care class for each set of parents on safe sleep along with CPR.
- NICU healthcare we participate and support the pack-n-plays for families that can't afford a crib.
- Healthcare NICU – crib card with safe sleep poem that is placed on each crib.
- (WFHC-Foundation for St. Francis 7 Franklin) New strategy to create new clinic to include pre natal education for women. "Healthy women" initiative for south side community.
- (Non-profit Childcare Administration) Churches or religious entities can offer luncheons.
- (BMCW)Creation of a task force that educates all public sectors on the same message.
- (BMCW) [Media Messaging.
- (Non-profit child welfare)Local community agencies should be required to meet certain benchmarks before putting out a message.
- (Non-profit Child welfare)Agencies that serve children provide financial support for implementation of education.
- (BMCW)Consistent message in media of safesleep. Public service announcement.
- Decide if we will teach safe co-sleeping or not.
- Consistent messaging throughout Wisconsin with buy ins from grass roots organizations. (3)
- Community collaborations to eliminate duplication of service.
- (Healthcare)Develop way to reach more members personal level.
- (Healthcare)Safesleep provided in all high schools and middle schools.
- (Healthcare)Healthfair for new moms with various informational sessions, giveaways, access to resources.
- Hoping to offer safesleep DVD's to families on homevisits after teaching on topic.

#3

- Provide information in a more culturally sensitive manner (i.e. geared towards different cultures).
- Group classes for grandparents or other caregivers.
- Use current messages on phone messaging at clinic-Morgan Freeman PSA's
- NIH Study for SIDS protocol finish for all staff
- Issues surrounding promoting breastfeeding without co-sleeping practices.
- Have signage reflecting beliefs throughout hospital not just "baby" areas.
- Advertise or promote with famous personality.
- (Childcare Administrator) Incentives to be shared for participating in training.
- (Child welfare) Come up with one consistent message across the entire bureau.

- (BMCW) Better understanding on how to address with parents safe sleeping as to how they can understand.
- Offer city wide community training yearly.
- (Health Care) Talk about safe sleep at CPR Class.
- A sign that this is a “Safe Sleep Zone”.
- (Health Care) Model better behavior, no extra blankets, and no hats at head of crib.
- (Health Care) Somehow incorporate phone, IPOD etc. to teach.
- (Manufacture) Use of technology to better target the message.
- Health plans actively engage in community focused coordinated initiatives.
- Ask our families what they need and want to improve health.
- Health messages that aren’t fear based but encourage healthy environment.
- Have more “family” oriented OB visits with health care provider, promote this in the office.
- Laying our babies on their backs as an example.
- (WFHC-Foundation-St. Francis & Franklin) Currently raising funds to help provide new moms “pack-n-plays” as they leave the hospital.
- Peds/NICU health care when visiting baby to demonstrate safe sleep (cares) no toys, no soft covers, etc. before discharge.
- (SJRCM) NICU: distributing pack-n-plays.
- Partnering with juvenile product manufactures to distribute the messages.
- Nurse visit to home of new mom.
- (JPMA) Creating a safe sleep micro site for consumer education. Lots of features but one important one is to manufacture websites with instructions for crib assembly.
- Manufacture awareness of importance of campaign.
- Creation of an African American faith based bereavement initiative toolkit for clergy and providers.
- Selling safe sleep onesies to hospitals across the country.
- (BMCW)Hospitals providing parent education to take home regarding safesleeping.
- (Non-profit Child welfare) Develop a consistent message from city, state and county agencies.
- (MCO) Staffing responsibilities; Initiate increased collaboration with public health departments throughout state to increase pre-natal education as soon as pregnancy confirmed.
- Demonstrate Pack N Play set up and creation of Safe Sleep environment.
- (WFH-St. Joes)Crib sheets given with Pack N Plays, has poem about safe sleep safely on back.
- (Non-profit)Establishing lesson plan or curriculum design for SIDS education.
- Creating a non-threatening coaxie way to get clients more involved with workshops.

All Others:

- Go to 12th & Vliet
- Free presentations at hospitals and community centers/sites for pregnant women to come (entice with food/freebies).
- Dads for safe sleep group
- (Student Nurse) Taking the time to make personal relationships w/clients, since clients will be more open to listening to advise given by an individual that they have a relationship with.
- National campaign with CEU training with pharmacists
- Creating safe sleep imaging guidelines for the media
- Oprah
- F/U on Safe Sleep Summit
- (Hospital)Teaching has to start in community or prenatally
- (Hospital)Get the safesleep pack n play or DVD on the Skyward access TV to make the pack n play education more effective.
- Take photos of real babies sleeping correctly and hang them as our art in hallway, etc. (various ethnicities).
- Universal agreement on one safesleep message and promotion of that message.
- Stop manufacturing baby crib bumpers. Stop showing cribs with loose bedding, etc.
- Info. On access to safe sleeping areas (Pack N Play/crib, etc.). Easy to understand written info. /pamphlets. Play video in waiting room re: safe sleep strategies.
- (Hospital)Identify risk factors at time of D/C

- (Hospital) To train all RN's according to AAP guidelines and not based on their own experiences (personal).
- (BMCW) Educate assessment workers on safe sleep.
- (St. Joe's) Peer promoter for breastfeeding; partnership with African American breastfeeding coalition, Medical College, WIC.

Question #3: What Innovative ideas would you like to see other sectors implement?

#1

- Fundraisers by Milwaukee Public school children to encourage community bonding in this area of need
- Long Term, consistent, risk reduction intervention
- Start message @ point of access
- Involve all caregivers in messaging (3)
- A targeted collaborative community effort to make at least one home visit after birth of baby.
- Other sectors: Corporate/Business: more education. Products: inexpensive, promotes safe sleep.
- Funding to raise community awareness.
- Safe Sleep Coalition
- Fundraising week/run to raise awareness
- (Non-profit) Manufacturers of cribs to provide funds for safe sleep initiatives/meetings.
- Make funds available to low income families to purchase cribs statewide.
- Wal-Mart/Target show education videos on infant safety
- Funding for government subsidized family housing/not living with relatives who smoke
- Doctors to publically support safe sleep
- ABC's commercial
- (Non-profit) No co-sleeping allowed in hospital-reinforced during rounds, contact with parents.
- (Social services) Mandatory shelter policy; children under one must sleep in crib.
- (Healthcare) DHC Safety corner; 45 min session and phone follow-up; 1 on 1 with health educator; uses health belief model; DVD role modeling; actually set up crib and use doll for placement.
- (Healthcare) Talking one on one about safe sleep practices.
- Safest way to sleep with you baby is ABC (Alone, Back, Crib).
- Educator based around safe sleep in support groups
- Direct education to caregivers and non-caregivers.
- Safe sleep training
- (Social services) Educating non-parental caregivers about importance of safe sleep when contacted for other supportive services.
- Use of local "teams" Brewers, Bucks to promote.
- Truth in advertising
- Get local media "stars" to be voices for these issues.
- (Retail) Partner for safe sleep "equipment" no bumpers, etc.
- Better info/data sharing for all groups
- Creative ads and signage in corner stores, bathrooms in bars, liquor stores, schools/prevention programs, church programs, beauty and barber shops.
- Media, radio, TV ads.
- Advertising r/t safe sleep.
- Start with money funding.
- Centralized Cribs for Kids Program: Track, Educate, Fund.
- (Wheaton) Public service announcements, day care.
- Engage legislators, fathers.
- (Non-Profit) Schools delivering the messages in health class both high school and middle school.
- (Non-Profit) Private sector to be more involved in sponsoring funding initiatives.
- (Non-Profit) Faith based to deliver the message.
- National prevention of safe sleep campaign.
- (Non-Profits) Getting involved with promoting SIDS awareness.
- (Non-Profits) A yearly meeting with health care providers and private sectors to discuss ideas and concerns.

- (Non-Profit) Would like to see churches and other non-profit organizations get involved in safe sleep.
- Father information campaign.
- Respect different opinions and strategies.
- More prenatal education at Bogy office.
- (Child Development Classes) I agree that the message needs to be the same underlying babies are to sleep on their back. Put commercials on TV. start in the schools.
- Moneys for home visiting, EFM = longer time to qualify more zip code or better yet, universal access.
- Training for medical field to better understand behaviors/beliefs of patients. Support groups for moms and families.
- Come to an agreed method to address co-sleeping.
- That the media do infomercials.
- Have national culturally specific agency/organization. Take a public stance for example: Urban League.
- Accountability for city/county government for infant deaths.
- Accountability of payers for outcomes.
- Accountability of insurance companies and the state to fund pre and inter conception care.
- Education for school-age kids in the school curriculum)
- (Public Health) Cooperation from MD's (OB, Peds, FP)
- Educating expectant mothers regarding safe sleep habits. Several opportunities: prenatal visits, group visit, initial ob reading, posters/flyers.
- Greater use of mass media, greater emphasis on nutrition.
- (Health) Medicaid involvement in possibly providing materials.
- (Business Sector) Improve maternity leave policies.
- (Business Sector) Investment in health early childhood development.
- "Big Sister" for pregnant moms sponsored by community (trained, needs, cultural, corporate).
- (Education Sector) Incorporate safe sleep into health classes.
- Job Training; traditional jobs programs in communities with highest and most persistent unemployment).
- Widespread public education especially male caregivers, community based agency-domestic violence.
- (Hospital) More pre/postnatal education.
- (Family Health Centers) Family education workshops with pack-n-play give away.
- (DHS) Community health workers coming in to the homes to support moms.
- (WDPH) Hospital, education, 1 time, 1 mom.
- Active participation of OB-GYN's and pediatricians in safe sleep campaign.
- (Health Care) Have all hospitals no matter what sector they are from make with celebrities "Milwaukee A Safe Sleep Zone".
- (Health Care/NICU) Lots of ads presenting pictures and message of safe sleep.
- (Health Care) High school parenting class, incorporate "This Side Up" practice and educate about the Safe Sleep Zone.
- (NICU-Hospital) OB's have a piece in their office about safe sleep, a bulletin board or a kiosk.
- (Health Care-NICU) Go to places in the community where the grandparent are, to discuss safe sleep (church groups) key is for the older generation to buy into back to sleep.
- (Health Care) Develop a comprehensive citywide marketing campaign that targets the grandparents and caregivers of babies.
- (Health Care) Business Advertising, TV. ads (sponsors).
- (Health Care) Get the numbers out "Shock and Awe".
- (Public) Getting the message to those groups most greatly affected whoever /whichever type of organization has the greatest contact to these families and young moms (to hospitals, day cares).
- Safe sleep packets at baby showers, party planners.
- Stop selling unsafe sleep bedding.
- Let providers know about SIDS deaths.
- (Health Care) Data collection, give information back to hospital (how do I know whether what I taught made a difference.)

- (Public) Bedding companies stop selling products (safer products).
- (EN) Safe products with education information.
- Language sensitive materials, shared materials.
- (Government) New strategy, recognize that children and family safety issues are all sectors responsibility.
- What other sectors? Public and private school curriculum inclusion
- (Parenting classes in schools), national awareness.
- Baby related staff more compliance with companies to make people aware and to encourage families towards safe sleep.
- More bill board of parents stories instead of/on in addition to tombstones.
-

#2

- Safe sleep nursery rhyme book endorsed and given out at delivery.
- (Wheaton) Retail stores more on board with safe sleep.
- Faith based messages.
- (Health Care) Safe sleep promoted within organizations used by grandparents (older population) not just mothers.
- (Health) Make it a requirement that safe sleeping is discussed for all hospital discharges, shelters.
- (Health) AODA counselors to make safe sleep a priority for all moms/dads when they are aware of new infants.
- (Health Care) More collaboration with resources mothers are using.
- (Health) Milwaukee should have a safe sleep mentor where this topic is on the media and remaining in the news all month, schools, churches, hospitals.
- Insist on greater accountability from service providers using research with methodology, keep accurate and good statistics.
- Standardizing data sets to measure birth outcomes from system to system, county to county, etc.
- Address the disparities in poverty levels in the city.
- Spa's during evening hours when most families are watching TV.
- Talk with the families to get their input and building networks with faith based family agencies.
- Lobby consumer products, soft comforters, bumper pads.
- That all agencies be involved in getting the message out.
- (Public Health) Media information, psa's, billboards.
- More local advertisements, more national role modeling on media (TV. movies, etc.) Inpatient hospital setting.
- Collaboration to promote safe sleep, incorporate partners if DCF, clergy, community organizations.
- More media, multi media attention.
- Media attention each death a tragedy, only when we have a number of deaths.
- Staffing too low to adequately follow up crib program, new parents, new program.
- Media focus on relationships with health care providers.
- Postpartum prior to discharge, pediatrician, media (bigger-smaller), follow up phone calls or home visits.
- Training, procedures, programs; Funding, government; Education, families.
- Milwaukee as a community needs to invest in successes, often have not in the past.
- Social services coordinate care to focus on vulnerable populations.
- (Family Health Center) Day cared trainings.
- (Hospital) More agencies providing pack-n-play.
- (Family Health Center) Expand father education.
- (DHS) Respite care.
- (Health Care) Make sure each young mom at d/c is hooked up with some educational support, follow-up group.
- (NICU-Health Care) Getting started earlier in clinics and MD offices teaching safe sleep as par of prenatal care.
- (NICU-Healthcare) Media – more emphasis on safe sleep, not trying to serve both sides of story (including families who don't believe / do it).
- (NICU-Hospital) Bus sides ads that show safe sleep practices.

- (NICU-Hospital) Follow-up call.
- (PH) Healthcare to do referrals prenatal vs. post partum to ph.
- Provide community service.
- (NP) Teach in schools, have orientations through day care providers (i.e. schools, day care, etc.)
- Promote community education.
- (EN) Funding/resources allocation to better housing and neighborhoods.
- (EN) Better social conditions for low income, under served community, economic development.
- Venue to educate grandparents, senior living center education, day care education programs.
- Round table inform partners, connect sectors.
- Message through social networks
- Other sectors, Community Orgs. Are on the same page.
- Outreach programs in the homes
- Train community members (nurses, health educator).
- Have hospitals provide a video on safe sleep and have young parents sign off/non-profit
- Hospital/Doctor's office provide training class on safe sleep habits to expecting moms and dads
- Billboard messages
- Talking to parents about where they can get Pack N Plays
- Giving parents brochures/community resources
- Safety alerts and posters on safe sleep
- Media-national
- Referrals to agencies that encourage and educate clients as well offer home visits for pregnant or postnatal moms.
- Providing pack n play and information on safe sleep to relatives caring for baby when mom left baby with them.
- (Healthcare) Buy "safe sleep" package. No bumper, stuffed animals, or pillows.
- (Healthcare) Utilizing data to understand the scope and impact of the problem & taking that data to drive prevention.
- (Social Services) Furniture referrals and donations.
- (Healthcare, Non-profit) Educate on risk factors associated with unsafe sleep.
- Consistent messaging for all members of family/caregivers.
- Ask all families where did your baby sleep last night? As an introduction to review risk factors with families.
- (Healthcare) Messaging at Children's Hospital-elevator signs.
- Partnered with local SE regional coalitions to address infant mortality and billboards in Racine to talk about safe sleep practices and the best place for baby to sleep.
- Lactation and breastfeeding practices, pacifiers.
- Use consumers to help show the face of infant mortality (i.e. advertising, news broadcasts).
- Get message out to church parishioners or congregation.
- Discussion groups with teens on safe sleep.
- Use existing business/community/foundation partnerships to increase funding for programs to promote/teach.
- (Public service) Elementary Middle school/Model consistent
- Better more frequent PR regarding safe sleep, SIDS, etc. (during wait time while on hold on the phone).
- Jails, probation, paroles.
- Safe sleep education in community (i.e. baby stores).

#3

- Collaboration across are sectors-working together to raise awareness
- (B-3 non-profit) Helping Families get safe cribs
- Providing educational events for parents and others
- (Government) Talking with new parents and expectant parents on safe sleep at safety fairs, hospital seminars.
- (Healthcare) Teach pediatric residents and medical students about risk factors regarding safe sleep.
- Community referrals to resources that address multiple aspects of parenting prevention versus crisis.

- Working on Floor Talkers Project-to be placed in local retail establishments with infant mortality or even maternal prenatal health.
- Work with consumer products safety commission to eliminate bumpers and put warnings on bedding.
- Identify strategies to increase education to family members.
- (Faith Community) Pastors take a united stand to educate congregation.
- (Firefighters) To canvass areas where there has been an infant fatality in a four block section to ensure that needs are being met and education is shared.
- Baby marketing changes on crib supplies/decorations.
- Educate providers (OB's, Family practice, CNM, Pediatricians) on technology and accessing for consistent safe sleep messaging practices.
- Educate on how to provide culturally competent care.
- Multi media messages, texting etc.
- (Health Sector) Utilizing volunteers and/or faith based organizations to help with education, outreach, and follow-up care.
- (Health) Media.
- (NP) Get tobacco and alcohol companies doing campaigns on safe sleep?

All Others:

- (UWM-Nursing students) Hold conferences like this in the community to allow people who need education about it to attend (community members).
- Reach to outlying areas for volunteers and/or monetary support for indentifying areas of need, both in Milwaukee County and surrounding communities.
- Praise what you want to see
 - Local politicians
 - Julia Means
- Musicians (rap, etc) take the time to make an appeal during the show
- Crib bumpers should be illegal
- (UWM Nursing Student) Make copies of summits or lectures available in a variety of settings.
 - Doctor Offices
 - Health organizations
 - schools (high school)
- (UWM Nursing Student) Get celebrities to sponsor or help fund initiatives
- Free cribs
- (UWM Nursing Student) More funding for programs such as this, the research to back up facts nationwide
- Make a sleep summit lecture (or something similar) a requirement for mom and dads to attend prior to giving birth at a particular hospital.
- (UWM Nursing Student) Promotional advertising of free services (ex. free pack & plays) to individuals & families who need them. By media (T.V., radio, newspapers, internet, etc.)
- Innovative Ideas in other sectors
- Mattresses should be safe
- Can't stress enough how big a factor poverty is. It has become a subculture with its own norms.
- Sponsorship of programs by i.e. crib manufacturer that provide reduced/no cost options for newborn babies/mothers
- (Hospital) Education before delivery-planning for safe sleep-have what you need before baby is born as opposed to right when baby is born, it's not the best time to take in information etc.
- (Hospital) Governmental support for breastfeeding, t-shirt saying "this side up".
- Free in-home education for new parents and family members, funding for cribs/pack-n-plays.
- Work with CPSC to limit/control sale of bumper pads.
- Displays of safe sleep at all delivery hospitals.
- Educate regarding mental health issues and impact on maternal/infant bond, what resources are available.
-